

UX Design D479 Task1

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A. Create a timeline of the UX design activities that will take place during this project.

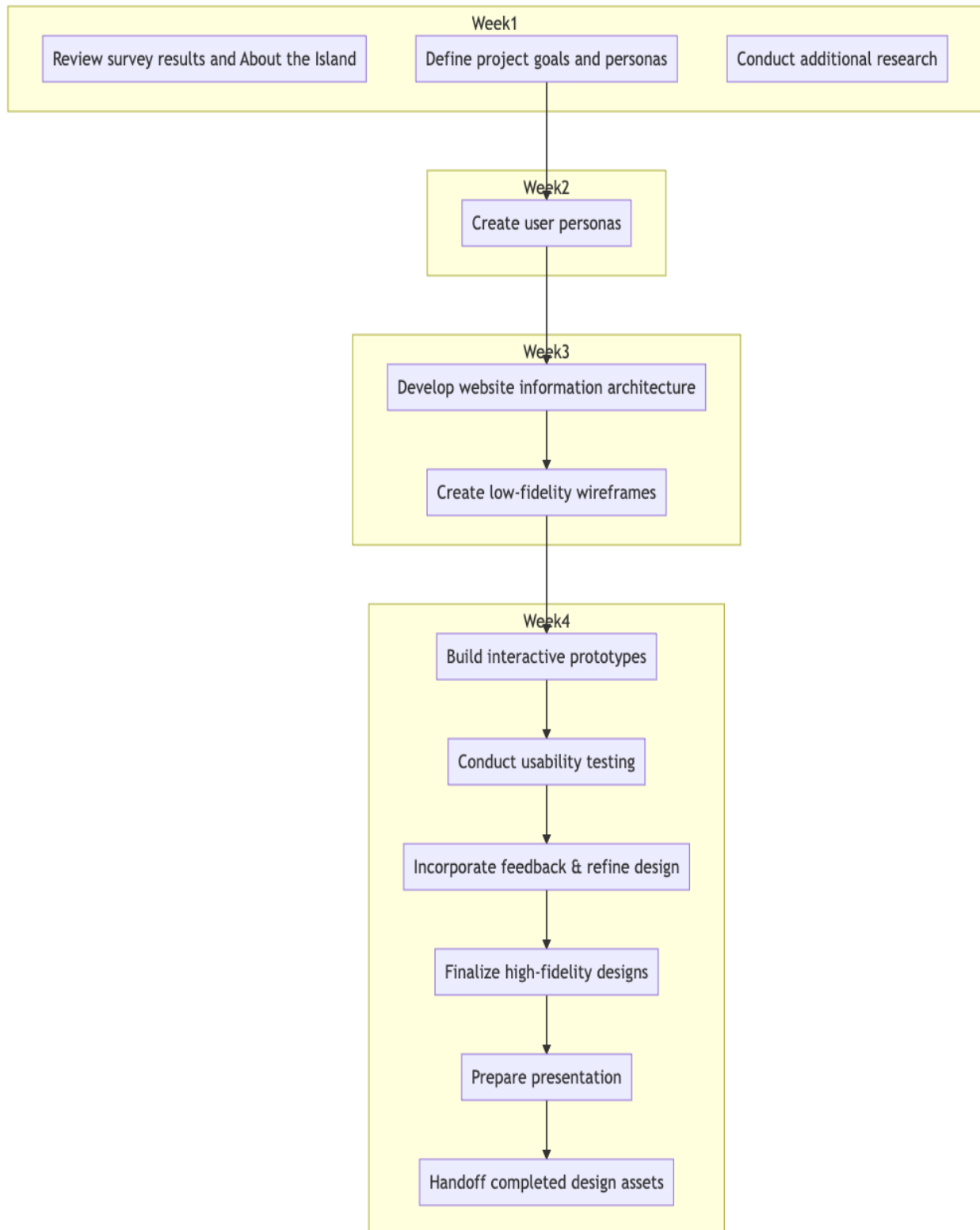
Here's a timeline of the UX design activities for the project, spanning four weeks:

Week	UX Design Activities for the Project
Week 1	<ul style="list-style-type: none">● Review survey results and “About the Island” document to understand user preferences and Taniti’s offerings.● Conduct additional research on best practices for tourism websites and user behavior in the travel industry.● Define the main goals and objectives of the website based on the Tanitian government’s requirements.
Week 2	<ul style="list-style-type: none">● Create user personas representing different types of potential tourists to guide design decisions.
Week 3	<ul style="list-style-type: none">● Develop the website’s information architecture to organize content logically and improve navigation.● Create low-fidelity wireframes to outline the website’s structure, layout, and key elements.

Week 4	<ul style="list-style-type: none">● Build interactive prototypes with medium-fidelity designs to simulate user interactions and flows.● Conduct usability testing with a small group of potential users to gather feedback and identify improvements.● Incorporate feedback from testing to refine the design and user flows.● Ensure mobile responsiveness and finalize high-fidelity designs for desktop and mobile versions of the website.● Prepare a presentation showcasing the design process, rationale, and final website designs.● Handoff completed wireframes, prototypes, and design assets to the Tanitian government for development.
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This timeline allows for a well-structured and iterative approach to the UX design process within the given four-week timeframe.

Below is a flowchart with descriptions of the UX design activities for each week of the project:



B. Create a persona profile based on the attached “Survey Results” and “About the Island” supporting documents.

Persona: Lisa Thompson



Bio:

Lisa Thompson is a 35-year-old professional from the USA. She is a seasoned traveler who enjoys exploring new destinations with her family. Lisa has a stable income and is willing to spend generously on vacations that offer unique experiences and luxury.

Personality:

Lisa is adventurous, outgoing, and sociable. She values quality time with her family and wants to create lasting memories during their vacations. She is open to trying new activities and cuisines, making the most of every travel opportunity.

Goals:

- To enjoy a memorable family vacation that caters to everyone's interests and needs.
- To explore exciting destinations and engage in a mix of leisure, adventure, and relaxation.
- To make the most of their vacation budget by selecting accommodations and activities that offer value for money.

Frustrations:

- Lack of family-friendly options or activities at the chosen destination.
- Difficulty in finding convenient and reliable transportation options during the trip.
- Unexpected expenses or hidden costs that may exceed their budget.

Motivations:

- Creating cherished family memories and strengthening bonds through shared experiences.
- Discovering new cultures, landscapes, and attractions that offer unique and enriching experiences.
- Finding exclusive and luxurious amenities to make the vacation extra special.

Tech:

Lisa is tech-savvy and relies on her smartphone for travel planning, communication, and capturing memories. She uses travel apps for booking flights and accommodations, checking travel itineraries, and researching local attractions.

Brands:

Lisa is loyal to travel brands known for their exceptional service and family-friendly offerings. She prefers reputable airlines, renowned hotel chains, and trusted car rental agencies that provide convenience and comfort during their trips.

1. Delta AirLines
2. Marriott Hotels & Resorts
3. Enterprise Rent-A-Car
4. Abercrombie & Kent
5. TripAdvisor

These brands are known for their quality services, family-friendly offerings, and reliable travel experiences, which make them a good fit for Lisa's travel preferences.

Note: The persona "Lisa Thompson" is a representation of a typical traveler based on the survey details provided. The persona reflects common characteristics, preferences, and goals of travelers like Lisa, who prioritize family vacations, seek memorable experiences, and value quality in their travel choices.

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C. Create a low-fidelity wireframe showing the suggested flow of your new design for the Tanitian website.

Wireframe for the Tanitian Website:

Welcome to Taniti!

Explore **Activities** **Lodging** **Contact US**

Beaches
Rainforests
Volcano
Merriton L.

Outdoor Adventures
Cultural Experience
Nightlife

Resorts
Hotels
B&B
Beach

Email: tanitour.gov
Call: 999--999-9090

Plan Your Trip

1	Transportation
2	Weather and Climat
3	Currency and Payments
4	Travel Tips

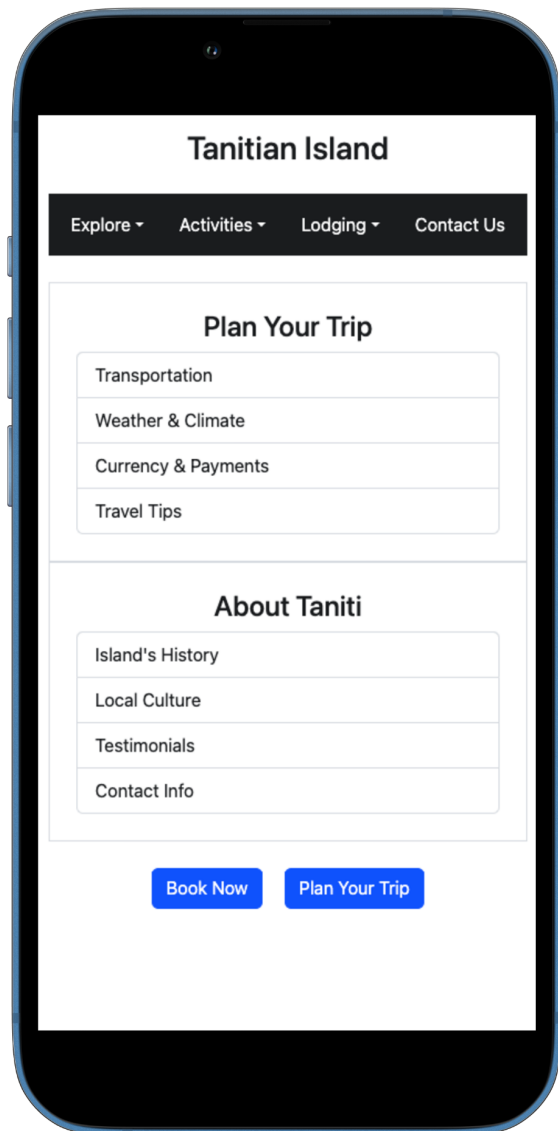
Book Now

About Taniti

1	Island's History
2	Local Culture
3	Testimonials
4	Contact Info

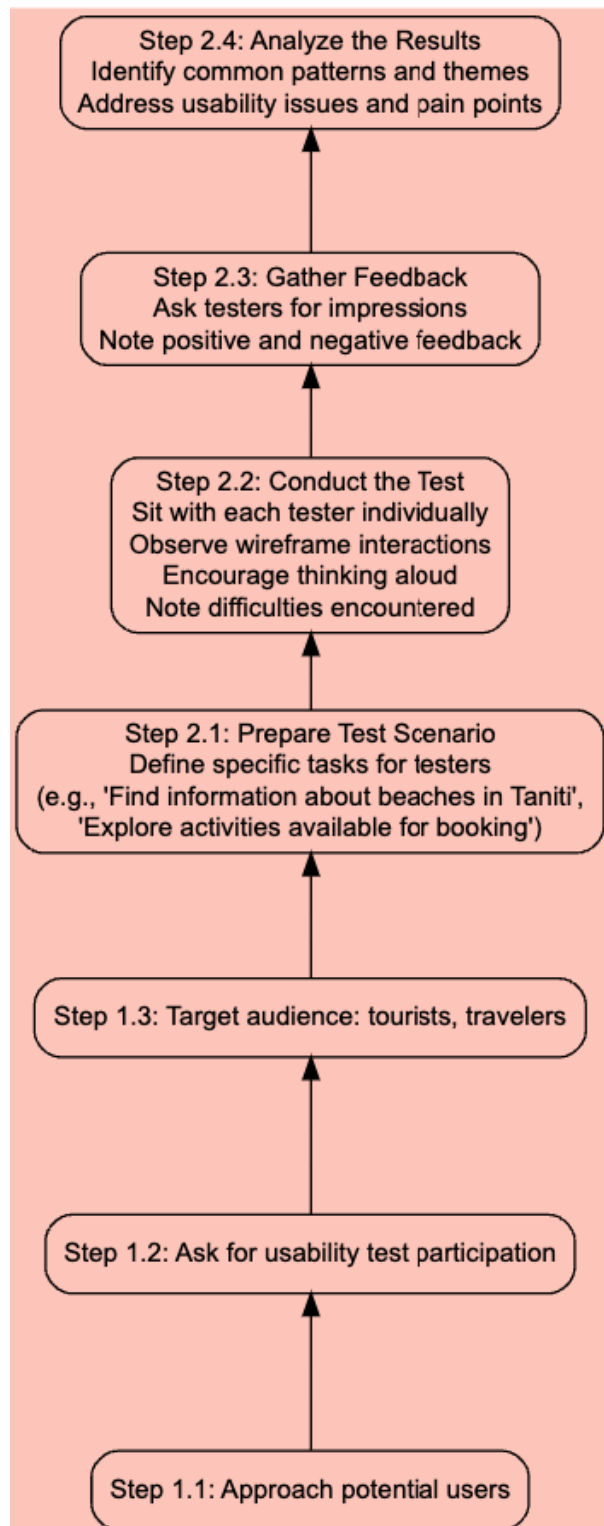
Plan Your Trip

In Mobile it will look like:



D. Conduct guerrilla usability testing with at least three user testers, and then do the following:

1. Summarize the qualitative feedback you received, specifying which feedback is or is not actionable and relevant to your design.



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1. Summarize the qualitative feedback you received, specifying which feedback is or is not actionable and relevant to your design.

During the guerrilla usability testing, I gathered qualitative feedback from three users who interacted with the Tanitian website wireframe. Here is a summary of the feedback:

- 1. User 1 Feedback:**

- Positive Feedback: User 1 liked the captivating image on the homepage and found the navigation bar easy to understand.
- Actionable Feedback: User 1 suggested adding icons or emojis to navbar selection items can improve the readability and feel of the website.
- Not Actionable: User 1 mentioned the color scheme could be improved, but did not provide specific suggestions.

- 2. User 2 Feedback:**

- Positive Feedback: User 2 found the “Activities” section well-organized and liked the categorization of activities.
- Actionable Feedback: User 2 suggested adding images of Taniti Island to the Homepage can improve the dull look and attract more tourists.
- Not Actionable: User 2 mentioned a personal preference for a different font style, which is subjective and may not apply to all users.

- 3. User 3 Feedback:**

- Positive Feedback: User 3 appreciated the comprehensive information in the “Plan Your Trip” section.
- Actionable Feedback: User 3 recommended adding a contact us form instead of just contact information like email or phone number.
- Not Actionable: User 3 expressed a preference for a different layout, which is subjective and may not align with other users’ preferences.

Overall, the received feedback highlights specific design elements that can be improved to enhance user experience and engagement. Incorporating icons or emojis in the navbar, adding captivating images to the Homepage, and implementing a 'Contact Us' form align with the goals of creating a visually appealing, user-friendly, and interactive Tanitian website. As these suggestions are actionable and directly related to design elements, they can be implemented to enhance the overall look, feel, and functionality of the website.

The non-actionable feedback, which lacks details or is based on subjective preferences, will be considered but may not have a direct impact on the design decisions.

2. Explain how you will incorporate the feedback you received to improve your design.

To incorporate the feedback received and improve the design, the following actions will be taken:

1. **Adding Icons or Emojis to Navbar:** Based on User 1's feedback, icons or emojis will be added to the navbar selection items. This will enhance the visual appeal and improve the readability of the navigation bar, making it more engaging and user-friendly.

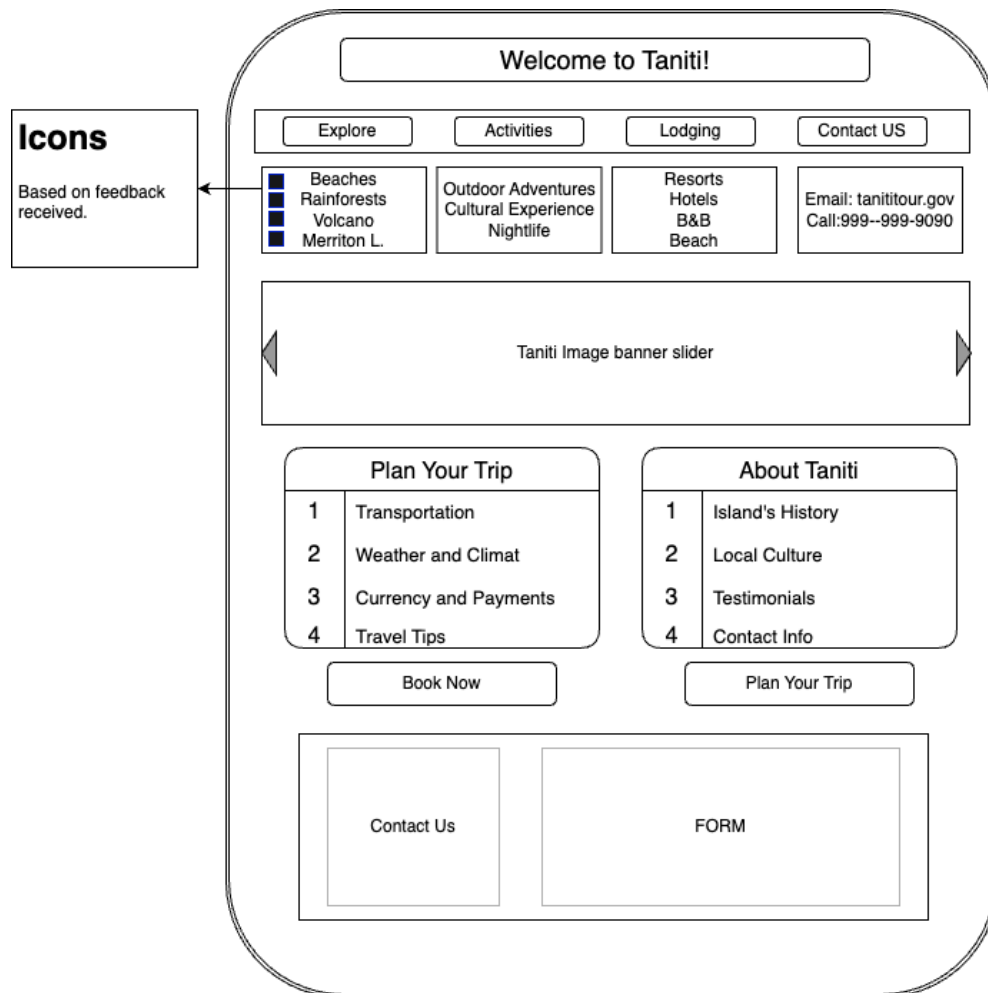
2. **Adding Images of Taniti Island to the Homepage:** User 2's feedback suggests that adding images of Taniti Island to the homepage will improve the overall look and attract more tourists. High-quality images showcasing the beautiful landscape, beaches, rainforests, and other attractions will be incorporated into the homepage design.

3. **Contact Us Form:** User 3's feedback recommends adding a contact us form instead of just contact information like email or phone number. A contact us form will be created, allowing users to submit inquiries or messages directly through the website. This will provide a more interactive and user-friendly way for visitors to get in touch with the Tanitian Tourism Board.

By incorporating these actionable feedback points into the design, the Tanitian website will be improved to provide a more visually appealing, engaging, and user-friendly experience for potential tourists and visitors.

The design enhancements will be aligned with the low-fidelity wireframe and the user-centric approach to create a successful and delightful tourism website for Taniti.

After incorporating the feedback, here is the updated wireframe we will use to generate our interactive page.



E. Link to interactive prototype: <https://maroon-fly.static.app/>
Also attached in the zip folder in the submission

F. Objective Usability Tasks for Task 2 Prototype Testing:

1. Task: Find information about the beaches in Taniti. Objective: Evaluate the ease of finding details on different beaches within the “Explore” section.
2. Task: Book an outdoor adventure activity. Objective: Test the process of booking an activity within the “Activities” section and assess the clarity of the booking steps.
3. Task: Explore lodging options in the “Resorts” category. Objective: Evaluate the user’s ability to access information about various resorts within the “Lodging” section.
4. Task: Access the “Travel Tips” under the “Plan Your Trip” section. Objective: Measure the ease of locating essential travel tips for planning a trip to Taniti.
5. Task: Submit a message through the “Contact Us” form. Objective: Assess the user’s experience in filling out and submitting the contact form for inquiries or feedback.